

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BMK3164 – Industrial Marketing
(All sections / Groups)

13 March 2018
9.00am to 11.00am
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of TWO (2) printed pages with FIVE (5) questions (Including the cover page).
2. Answer ALL the questions.
3. Answer in the answer booklet provided.

Answer ALL FIVE (5) questions.

Question 1

Discuss how a manager can enhance, the success of a new business service that he has undertaken.

(20 marks)

Question 2

Describe and explain the **FOUR (4) Brand-Building** techniques that can be applied by Celcom telecommunication service provider, to build its brand.

(20 marks)

Question 3

The product positioning process comprises of 6 steps. List and discuss briefly the **SIX (6)** steps in the product positioning process, with relevant examples.

(20 marks)

Question 4

What is relationship marketing, and discuss why marketing managers usually prefer to use Customer Relationship Management tools in their organisations

(20 marks)

Question 5

Why personal selling is considered as one of the most important promotional techniques, in B2B marketing? Explain briefly.

(20 marks)

End of the page.